GPS COMPUTER ACADEMY

TRAINING AND PLACEMENT

Gps Computer Academy

Social Media

WWW

Website

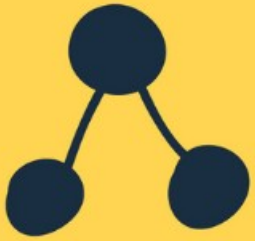
Audience

DIGITAL MARKETING

Analysis

Research

Viral



Network

Content

www.gpscomputeracademy.com

CARRER IN DIGITAL MARKETING

A career in Digital Marketing is one of the fastest-growing and high-demand career options today—especially in countries like India where businesses are rapidly going online.

TOPICS IN DIGITAL MARKETING

Search Engine Optimization (SEO)

Search Engine Marketing (SEM)

Social Media Marketing (SMM

SEARCH ENGINE MARKETING (SEM):-

Deep dive into On-page, Off-page, and Technical SEO.

PAY-PER-CLICK (PPC) & GOOGLE ADS:-

Understanding bidding, ROI analysis, and targeting local vs. global audiences

AI IN DIGITAL MARKETING:-

The impact of AI on content creation, ad targeting, and search behavior

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INFLUENCER & AFFILIATE MARKETING: –

Leveraging social proof and expert recommendations to drive sales.

MOBILE & APP MARKETING: -

Focusing on hyper-personalization and location-based offers for smartphone users

MARKETING ANALYTICS & BIG DATA: -

Using tools like Google Analytics to track customer journeys and p

ONLINE REPUTATION MANAGEMENT (ORM): -

Strategies for monitoring brand sentiment and handling social media crises.

CONTENT MARKETING & WRITING;-

The role of storytelling, content funnels, and building brand authority.

DIGITAL MARKETING STRATEGY & PLANNING::-

How to define a brand, develop customer personas, and set S.M.A.R.T goals.

INTRODUCTION TO DIGITAL MARKETING:-

Defining the landscape, its importance, and how it differs from traditional marketing.

7C’S AND 5P’S OF DIGITAL MARKETING:-

Frameworks focusing on Customer, Content, Context, Community, Convenience, Cohesion, and Conversion.